CONTENTS

PREFACE ..... *L. John Martin* 9

PUBLIC OPINION POLLING

THE GENEALOGY OF PUBLIC OPINION POLLING ..... *L. John Martin* 12

ARE POLLS ACCURATE? ..... *Burns W. Roper* 24

THE CONTEXT OF PUBLIC OPINION: HOW OUR BELIEF SYSTEMS CAN AFFECT POLL RESULTS ..... *Lester W. Milbrath* 35

IDEOLOGICAL TRENDS IN AMERICAN PUBLIC OPINION ..... *John P. Robinson and John A. Fleishman* 50

PUBLIC OPINION, POLLING, AND POLITICAL BEHAVIOR ..... *Michael Margolis* 61

POLLS AND THE POLITICIANS

PRESIDENTIAL DECISION MAKING AND OPINION POLLS ..... *Richard S. Beal and Ronald H. Hinckley* 72

POLLING AND THE PRESIDENTIAL ELECTION ..... *Mark R. Levy* 85

THE USE OF POLLS IN CONGRESSIONAL, STATE, AND LOCAL ELECTIONS ..... *M. Margaret Conway* 97

POLLS AND THE MEDIA

POLLING AS A NEWS-GATHERING TOOL ..... *Arnold H. Ismach* 106

THE IMPACT OF POLLING ON THE MASS MEDIA ..... *Charles K. Atkin and James Gaudino* 119

POLLS AND THE PUBLIC

THE IMPACT OF POLLS ON PUBLIC OPINION ..... *Kurt Lang and Gladys Engel Lang* 129

POLLING THE ATTENTIVE PUBLIC ..... *Kenneth P. Adler* 143

THE POLLS AND ETHNIC MINORITIES ..... *Robert B. Hill* 155

BOOK DEPARTMENT 167

INDEX 206